

**PROPOSAL FOR** 



# **PREPARED BY**

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VISIT Milwaukee welcomes your consideration of Milwaukee as the site for your next meeting. When meeting attendees convene in Milwaukee, they're getting more than your typical convention experience. They're getting a host city with a unique history, natural assets, and a culture that makes a meeting in Milwaukee unlike any other.

As a Milwaukee native, I have seen the city grow and evolve over time cherishing our roots while embracing new ways of working and playing. With city developments, new attractions, and changing infrastructure, there is a new energy to the city that you and your attendees will love to be a part of. When you walk through downtown Milwaukee and its surrounding neighborhoods, you will feel that energy and excitement. You will also experience the welcoming spirit of our people, from the local sitting at the bar giving tips on the best Milwaukee cocktails or a favorite fish fry spot, to the passersby taking a minute to give directions or just say hello. You'll come to Milwaukee as a guest, but you'll walk away a friend to the city and its residents.

Meeting planners often come to Milwaukee expecting your standard site visit, but then are blown away by an exceptional blend of stunning natural beauty, meeting facilities, entertainment, and urban–easy charm. They soon find that Milwaukee is an exciting second– tier destination that can offer first-tier attractions at a reasonable cost.

Milwaukee's budget-friendly convention campus features three unique venues situated in the heart of downtown. The Wisconsin Center convention space, the UW Panther Arena, and the Miller High Life Theatre all make up the Wisconsin Center District. Designed with input from meeting planners, the Wisconsin Center offers cutting-edge technology, ample loading docks and drive-in ramps, leading to the 189,000-square-foot exhibit hall. Built-in flexibility allows the historic Miller High Life Theatre to go from a 4,100-seat house to a 2,500seat house, and the 12,700-seat UWM Panther Arena provides additional dining, trade show, or concert space. Just a skywalk away from the Wisconsin Center, are more than 1,200 hotel rooms. But we encourage you to spread out to the nearly 18,000 hotel rooms in the Greater Milwaukee Area from stunning traditional hotels to unique boutique lodging.

Before turning in for the night, your attendees should be sure to have a meal with our locals. Chain restaurants are hard to find in downtown Milwaukee because we focus on our creative and collaborative entrepreneurs – several James Beard-recognized – with their own distinct take on local flavor and cuisine. The spirit of Milwaukee's first brewers lives on in our historic and craft

breweries as well as our beer gardens and festivals where attendees will feel right at home after a long day of sessions. Plus, Milwaukee is located at the confluence of three rivers and Lake Michigan. A three-mile long Riverwalk winds along the Milwaukee River past some of the city's best restaurants, brewpubs, shops, and waterfront nightlife.

Does Milwaukee have a great, value—driven convention and hotel package, all within a safe, walkable downtown, and an airport only eight miles from the city center? Yes, but you'll also find plenty of real Milwaukee fun and personality to make your convention here the one your attendees will go home talking about.

We thank you for your consideration and look forward to working with you to ensure the success of your next meeting.

Sincerely,



Peggy Williams-Smith
President and CEO







## 1. VALUE

Milwaukee features big-city entertainment at small-town prices, whether you're booking a block of rooms, organizing an executive banquet or hosting unforgettable entertainment.

## 2. ACCESSIBILITY

Milwaukee Mitchell International Airport (MKE), Milwaukee Intermodal Station, and the Lake Express Ferry will get you to Milwaukee by plane, train, and bus. Taxis, rideshare, The Hop streetcar, bike share, and Milwaukee County Transit System buses are ready to get you around the city.

#### 3. UNIQUE ATTRACTIONS & VENUES

If you're looking to step outside of the meeting "box," look no further. Take your event to the next level with an unforgettable gathering that will leave your attendees raving.

# 4. REDEVELOPMENT

Recent investments include the Wisconsin Center's planned expansion (anticipated in 2023), the fully renovated American Family Insurance Amphitheater in 2020, Potawatomi Hotel & Casino's second hotel tower opened in 2019, the Fisery Forum arena and surrounding Deer District opened in 2018, and The Hop streetcar launched in late 2018. Redevelopments continue with new hotels, streetcar line expansions, dining, attractions, and more.

#### 5. CONVENTION CENTER COMPLEX

Designed with meeting planners' input and featuring 189,000 square feet of exhibit space, the Wisconsin Center offers the ultimate in versatility, functionality and style. The Wisconsin Center recently announced an expansion project that will bring the convention center to a total 480,841 sq. ft. and nearly double the exhibit space.

#### 6. LOCAL FLAVOR

Your attendees are guaranteed a unique local experience whether it's sipping a locally-brewed IPA, dining at a restaurant with its own on-site garden, or exploring the heritage of a one-of-akind Milwaukee company like Harley-Davidson.

#### 7. DIVERSITY & NEIGHBORHOODS

From its very beginnings, Milwaukee has proven itself to be a place where people from all over the world come together to form a community of great cultural diversity. This multicultural population has flourished and grown over the years, influencing every facet of the city's evolving personality and creating the "majority-minority" Milwaukee that exists today.

## 8. WELCOMING PEOPLE

Everyone from event staff to passers-by is friendly, welcoming, and eager to help. This personal touch and heartfelt welcome make it an extraordinary place to visit, and one that will leave a positive impression on every attendee.

#### 9. WALKABILITY AND SAFETY

Most attractions are within easy walking distance of each other and the convention center. Or take advantage of the convenient public transportation system that will help you see the sights and then some. Plus, Milwaukee's downtown is kept safe and clean with help from the city's Public Service Ambassadors.

#### **10. VISIT MILWAUKEE DMO**

VISIT Milwaukee's talented sales team makes bringing your meeting or event to Milwaukee a snap. And once your event is booked, our award-winning event experience department is ready to help make your event unforgettable.









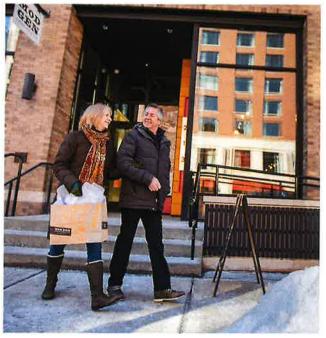
# NO MATTER THE SEASON, MILWAUKEE IS OPEN **FOR BUSINESS AND FUN!**

Known as the City of Festivals, Milwaukee is proud of its summer filled with ethnic and music festivals, miles of beautiful freshwater beaches (see Bradford Beach above), and an array of summertime activities. But the fun only begins there!

Come fall, there's no better place to stroll than Milwaukee's lakefront and award-winning parks, and the nights come alive with world-class performing arts. When the snow begins to fall, holiday happenings abound, and they don't stop until spring starts the fun all over again.

## **AVERAGE MONTHLY HIGH & LOW TEMPS**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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16	19	28	37	47	57	64	63	55	43	32	20







#### **GETTING HERE**

# MILWAUKEE MITCHELL INTERNATIONAL AIRPORT

#### Milwaukee Mitchell International

**Airport** (MKE) is just eight miles from downtown offering non-stop flights from over 40 cities and one-stop flights from 160 cities.

# MILWAUKEE INTERMODAL STATION

The **Milwaukee Intermodal Station** offers Amtrak departures to Chicago and Minneapolis/St. Paul. Greyhound, Megabus, and Coach USA also serve the station.

## **LAKE EXPRESS FERRY**

The Lake Express High Speed Ferry

is an auto/passenger vessel linking Milwaukee with Muskegon in a twohour ride that is more direct than driving south around Lake Michigan.

# GETTING AROUND THE HOP

Milwaukee's streetcar, **The Hop**, connects some of Milwaukee's most popular neighborhoods and attractions.



#### **RIDESHARE AND TAXI**

Rideshare and taxi are available from companies like Uber, Lyft, American United Taxicab Services, and Forward Pedicab.

#### **BUBLR**

**Bublr Bikes** bike share stations are located throughout Milwaukee and in neighboring Wauwatosa and West Allis.

# MILWAUKEE COUNTY TRANSIT SYSTEM (MCTS)

**MCTS** buses run throughout Milwaukee County, including special shuttles during lakefront events.

#### **RENTAL CARS**

Nine rental car companies are located in the airport parking structure directly across from the baggage claim.

#### **SHUTTLE SERVICE**

Shuttle bus and limousine service to the airport is available through **GO Riteway**.

## WALKING

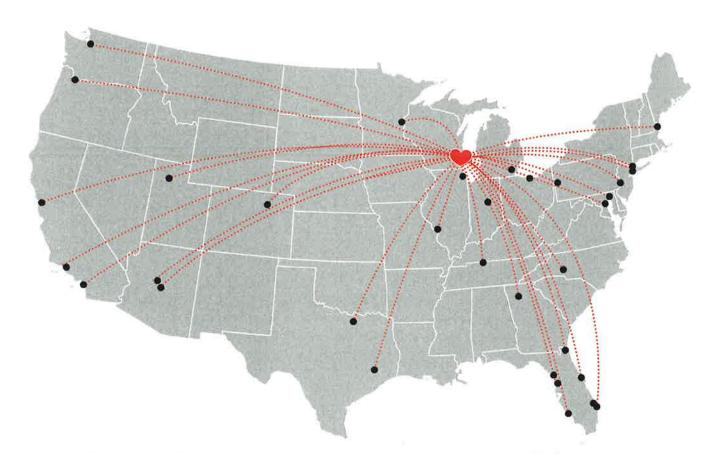
Milwaukee's compact downtown makes the city easy to explore on foot. The Milwaukee RiverWalk connects the city's Beerline B area on the north to the Historic Third Ward in the south.





# MILWAUKEE MITCHELL INTERNATIONAL AIRPORT (MKE)

Milwaukee Mitchell International Airport (MKE) currently offers nonstop flights to 40+ destinations coast-to-coast, and hundreds of destinations are available with one connection. Unlimited free Wi-Fi is available throughout the airport. Mitchell has an on-site Amtrak station and nine on-site auto rental agencies. Taxis, shuttles, and ride shares are available to all the city locations and attractions.



## **MAJOR AIRLINE CARRIERS**

- Air Canada
- Alaska
- American
- Contour
- Delta
- Frontier
- JetBlue
- Southwest
- Spirit
- Sun Country
- United

DRIV	E TIMES	Miles/Hou

40+ NON-STOP CITIES SERVED

270
DAILY
DEPARTURES/ARRIVALS

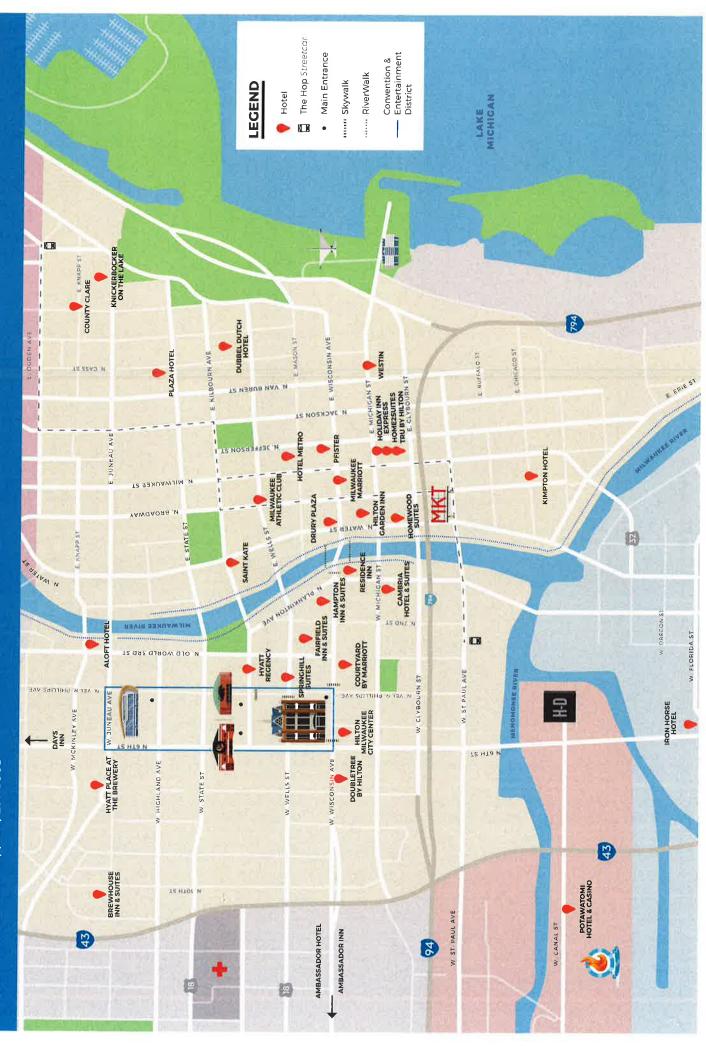
15 MINUTES FROM DOWNTOWN





# DOWNTOWN HOTELS

VISITMILWAUKEE.ORG | (800) 231-0903







#### A TASTE OF MILWAUKEE

Wondering where to eat in Milwaukee? From Wisconsin favorites like fish fry and cheese curds to authentic Indian, Italian, and more, Milwaukee's restaurants are as diverse as its people. With James Beard Award-winning restaurants, specialty local products, and a farm-to-table community that will satisfy even the most devout locavore, Milwaukee offers a place and a taste for all visitors.

**JAMES BEARD RECOGNIZED CHEFS** 

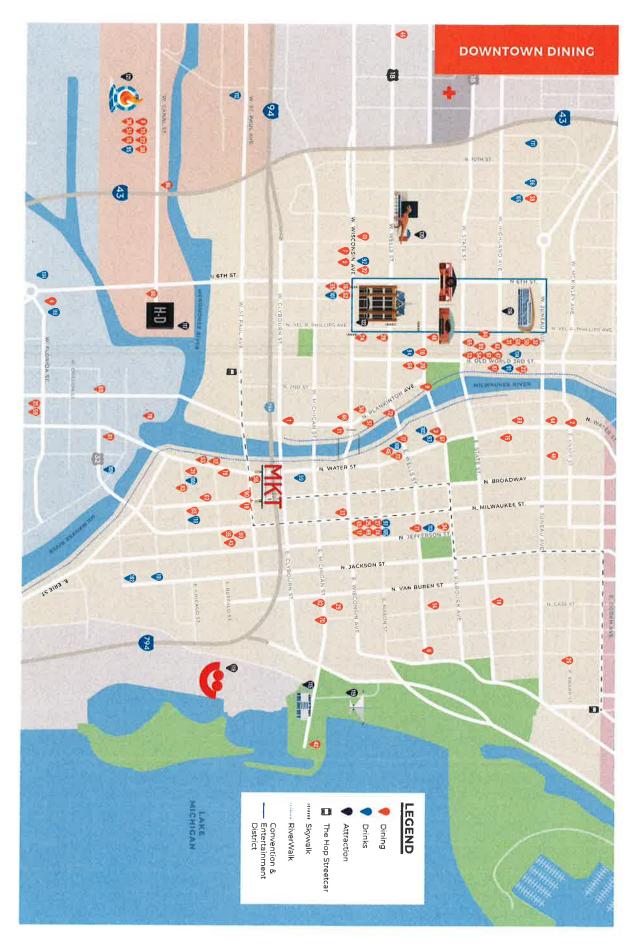
**RESTAURANTS IN THE DOWNTOWN AREA** ALONE







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VISIT Milwaukee markets the Greater Milwaukee area as a top choice for business, convention, and leisure travel to national and international visitors. VISIT Milwaukee also functions as the sales and marketing arm of the Wisconsin Center District (WCD) and the greater hotel community. The Wisconsin Center District is comprised of three versatile facilities.







#### WISCONSIN CENTER

Designed with meeting planners' input and featuring 189,000 square feet of exhibit space, the Wisconsin Center offers the ultimate in versatility, functionality, and style. The Wisconsin Center is a practical choice for organizers, offering state-of-the-art technology, one-way loading dock traffic, almost two blocks of covered curb space under the center for dropping off passengers and a 190-space parking lot that can also be transformed into outdoor event space.

In 2020, the Wisconsin Center announced plans for expansion to bring meeting planners more. More space for larger and simultaneous events. More flexible areas to accommodate events of all scales. More access for loading and unloading. More modern facilities to inspire innovation. Groundbreaking on the expanded facility is expected to begin in 2021 with completion in 2023.

#### MILLER HIGH LIFE THEATRE

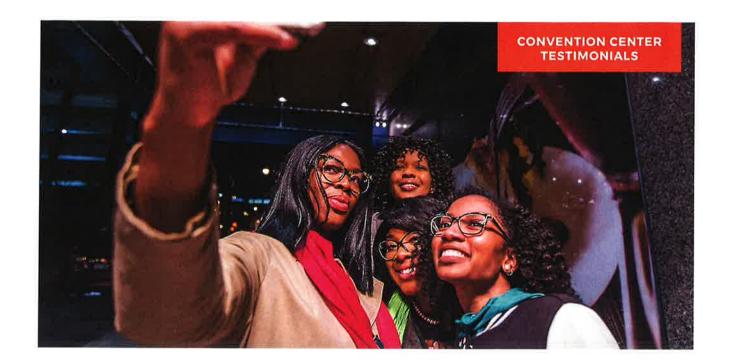
The Miller High Life Theatre is a spectator-friendly "destination" theater with 4,100 seats in two sloped tiers, and built-in flexibility to offer more intimate settings for 2,500 or 1,300. For attendees, the Miller High Life Theatre offers extensive space, plenty of restrooms, and generous disability access. At its "working" end is an amazing amount of rehearsal, dressing room and production space, a new stage and loading docks, and 21st century technology.

## **UW-MILWAUKEE PANTHER ARENA**

The 12,700-seat UW-Milwaukee Panther Arena is a sports and entertainment venue that puts every visitor close to the action with no obstructed-view seats. A popular local destination, it is currently the home of the UW-Milwaukee men's basketball team, the AHL Milwaukee Admirals hockey team, the Milwaukee Wave professional indoor soccer team, and Brewcity Bruisers roller derby.







# **AMERICAN CHAMBER** OF COMMERCE EXECUTIVES:

"A.I have had the opportunity to travel across the county attending similar conventions. I must say that your staff was, by far, one of the most attentive and hard working that I have ever experienced ..., never once did I see a negative attitude, and there was never a time I had to wait or ask for service. Your entire staff is to be commended. It is because of this hospitality that I will promote this city and also promote your staff, and suggest that Milwaukee be a place to host other conventions."

# HARLEY-DAVIDSON MOTOR COMPANY:

"We received many compliments about the food and service... You and your crew did a wonderful job.

Thank you for your positive attitude and for making the long hours much more fun!"

#### ATTENDEE, BIBLE STUDIES FELLOWSHIP:

"I cannot thank you enough for all (Levy Restaurants) did to accommodate my food allergies. I have never had anyone be so thorough...it could not have been an easy task with so many allergies and preferences...I hope you realize what a lovely gift it was to each of us. I thought I would certainly have to bring my own food to supplement...and instead there was always more than I could imagine eating."

#### **GENERAL FEDERATION OF WOMEN'S CLUBS:**

"Thank you so much for all the fine work you did to make our event so successful! I could not have done it without you. I am so impressed with your organization. My group stated that this was the best 'State Night' EVER!"

## COMMUNITY BANKERS **ASSOCIATION OF ILLINOIS:**

"Thanks so much for...the many special meals at (our event). All meals were delicious and attractively presented....our attendees enjoyed the entire convention, the Wisconsin Center and Milwaukee. Many commented on how clean the city was, how easy (it was) to get around, and how much it has to offer visitors. Several staff wanted to know what they are going to do next year to top this year's convention. My response: not my problem!"

## NCAA DIVISION I WOMEN'S BASKETBALL MIDEAST REGIONAL:

"What a fantastic event it was! ...it received rave reviews on all fronts...(and) numerous positive comments...(from) NCAA representatives, players, coaches, visiting teams' staffs, visiting media and fans from near and far. ... You should be very proud to know that the NCAA continues to hold Milwaukee in high regard as an NCAA Tournament site."

#### **KOHL'S DEPARTMENT STORES:**

"...We were very pleased with the remarkable service, an attractive facility and great staff members (who) assisted us to produce a wonderful event. Your customer service is outstanding and your responsiveness and attention to detail impressed me...I sincerely look forward to working with you again in the future."

## **EVANGELICAL LUTHERAN CHURCH IN AMERICA**

"The Wisconsin Center was conveniently located to the hotels, restaurants and the art museum in the area, everyone was very friendly that we spoke with."







#### **ENERGY CONSERVATION**

- UW-Milwaukee Panther Arena's hot water steam converter replaced with high efficiency unit
- HVAC controls recalibrated and re-commissioned in the administrative offices and meeting rooms, exhibit halls, the ballroom and other areas of the UW-Milwaukee Panther Arena and Wisconsin Center, resulting in 10-15% energy use reductions
- Preventive maintenance and repairs to HVAC dampers and seals in the Wisconsin Center and UW-Milwaukee Panther Arena
- HVAC static pressure in the Wisconsin Center adjusted to positive vs negative air flow to avoid taking in unheated outdoor air in winter, uncooled air in summer
- HVAC set point sensors in all three buildings reset and recalibrated to 68-72°F; deviations require approvals
- Hot water sensors in the systems automatically recalibrate according to outside air temperatures
- Thermostats in fire towers, stairways, and other unoccupied spaces in all three facilities set to absolutely minimize unnecessary heating and cooling of unused spaces; can be temporarily reset to meet client needs
- High-efficiency, variable speed drives and water circulation pumps installed in Wisconsin Center HVAC systems, resulting in 10%-12% energy-use reductions
- Motion-sensor lighting controls installed in restrooms, elevators and fire stairs in all three facilities, reducing electricity use approximately 35%-60%
- Ongoing relamping and fixture replacement in all three facilities, including signage and message boards, to utilize high-pressure sodium, compact fluorescent, LED and other high-efficiency light sources

- Ongoing utility cost trend analysis includes monitoring and regular review of steam, electricity, gas and water consumption, to help identify where greater efficiencies can be achieved
- New control system upgrades improve flexibility, efficiency and incremental adjustability, and provide centralized control of HVAC and lighting in Wisconsin Center water conservation

#### WATER CONSERVATION

- "Low flow" restroom fixtures installed during initial
   Wisconsin Center and Miller High Life Theatre construction
- Restroom fixtures in all three facilities controlled by motion sensors and automatic shutoffs
- Metal "fills" in Wisconsin Center HVAC cooling towers replaced with high-efficiency units, reducing the use of both water and chemicals

#### **RECYCLING & WASTE REDUCTION**

- 100% or high-recycled-content and fully-recyclable or compostable disposable food service items(e.g., sandwich wrappers, flatware, cups, etc.) used by Levy Restaurants in all WCD facilities
- Comprehensive, single-stream solid waste recycling implemented in cooperation with Waste Management, Inc. and Levy Restaurants
- Silver Certification under Waste Management's Green Leader™ program







#### MILWAUKEE ART MUSEUM

The <u>Milwaukee Art Museum</u> features world-class art, dramatic architecture along Lake Michigan, and 25,000 square feet of meeting space.

#### **HARLEY-DAVIDSON MUSEUM**

The <u>Harley-Davidson Museum</u>'s 20-acre campus takes visitors through 100 years of history, memorabilia, and exhibits.

#### **DISCOVERY WORLD**

<u>Discovery World</u> science and technology center sits on Lake Michigan's shore offering over 21,000 square feet of meeting space.

#### MILWAUKEE RIVERWALK

The **RiverWalk** spans nearly three miles through three historic neighborhoods along the Milwaukee River.

## **BREWERY TOURS**

On tap, in bottles, cans, or kegs, beer "made Milwaukee famous" and we've got the historic and modern **brewery** tours to prove it.

#### MILWAUKEE PUBLIC MUSEUM

The <u>Milwaukee Public Museum</u> sits human history and natural science on three floors and 10,000 square feet of meeting space.

#### MILWAUKEE PUBLIC MARKET

Treat yourself to the <u>Milwaukee Public</u>

<u>Market</u>'s high-quality selections of artisan products and freshly-made food.

#### **POTAWATOMI HOTEL & CASINO**

<u>Potawatomi Hotel & Casino</u> offers gaming, delicious dining, nightlife, meeting space, and a spa all under one roof.

#### **MILWAUKEE COUNTY ZOO**

The <u>Milwaukee County Zoo</u> is one of the top zoos in the nation spanning 190 wooded acres.

## **BOAT TOURS**

Located at the confluence of three rivers and Lake Michigan, Milwaukee is a water city with a wide variety of **boat tours** to enjoy.

#### **FISERV FORUM**

The state-of-the-art, 714,000-square-foot <u>Fiserv Forum</u> and its surrounding Deer District is a sports and entertainment hub.

#### AMERICAN FAMILY FIELD

The unique fan-shaped retractable roof means it's always a perfect day at **American Family Field** baseball stadium and event space.

#### **HENRY MAIER FESTIVAL PARK**

The **Festival Park** is located along the shores of Lake Michigan on a 75-acre permanent site featuring multiple stages, including a newly renovated amphitheater.

#### WISCONSIN STATE FAIR PARK

**State Fair Park** offers a wide variety of spaces for everything from formal affairs to meetings to trade shows, including a 200,000-square-foot exposition center.

#### **MITCHELL PARK DOMES**

With a desert oasis, tropical jungle, and floral garden all in one location, the Domes were built for unique events.

# SCHLITZ AUDUBON NATURE CENTER

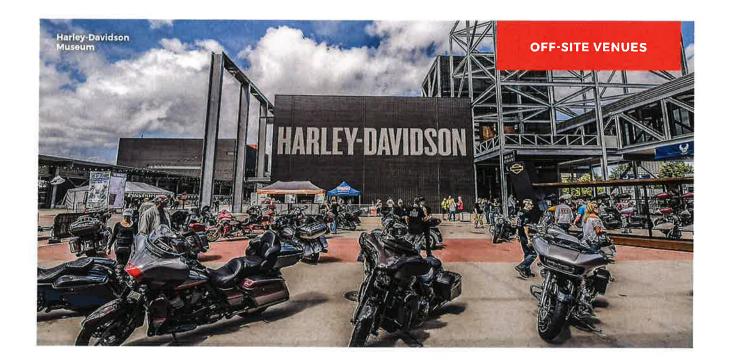
This 185-acre <u>Nature Center</u> sits on the city's Northern shores of Lake Michigan offering indoor and outdoor event space.

#### **GROHMANN MUSEUM**

The world's most comprehensive <u>art</u> <u>collection</u> dedicated to the evolution of human work also features versatile event space, including a rooftop sculpture garden perfect for unique gatherings.







# AMERICA'S BLACK HOLOCAUST MUSEUM

America's Black Holocaust Museum is not only a center of reconciliation and healing, but also a unique event venue.

# BEST PLACE AT THE HISTORIC PABST BREWERY

The former **Pabst Brewery** headquarters has event spaces within its Cream City brick walls and in outdoor courtyards.

**Total Sq. Ft. Meeting Space:** 9,650

# **CHARLES ALLIS ART MUSEUM**

The <u>Charles Allis Art Museum</u> offers a historic venue for events in an English Tudor–style mansion.

Total Sq. Ft. Meeting Space: 1,520

# COAKLEY BROTHERS WATER TOWER BUILDING

Business meetings fit nicely in the renovated warehouse-chic spaces of the **Coakley Brothers Water Tower Building**. **Total Sq. Ft. Meeting Space:** 5,300

# **DISCOVERY WORLD**

<u>Discovery World</u> science and technology museum has stunning event spaces along Lake Michigan's shores including 360-degree views of downtown in the Pilot House.

Total Sq. Ft. Meeting Space: 21,100

# EXPOSITION CENTER AT THE WISCONSIN STATE FAIR PARK

The **Exposition Center** is Wisconsin's largest single exhibit hall.

Total Sq. Ft. Meeting Space: 200,000

#### **FISERV FORUM**

More than an arena, <u>Fiserv Forum</u> is a prime location for meetings and conventions inside and in outdoor plaza space.

Total Sq. Ft. Meeting Space: 93,921

#### **GROHMANN MUSEUM**

The **Grohmann Museum**'s building is as unique as the collection housed within, offering rooftop and other event spaces.

## **HARLEY-DAVIDSON MUSEUM**

The world's only **Harley-Davidson Museum** offers bold, customizable spaces on its stunning campus. **Total Sq. Ft. Meeting Space:** 40,000

# LAKEFRONT BREWERY BEER HALL

<u>Lakefront Brewery</u> is a venue that adds its award-winning brews and fare to events in the beer hall.

Total Sq. Ft. Meeting Space: 5,000

#### MILLER BREWING COMPANY

From the Historic Miller Caves to the Miller Inn, Miller Brewing Company offers diverse venue options.

#### MILWAUKEE ART MUSEUM

The Milwaukee Art Museum spans three buildings on the shores of Lake Michigan with flexible meeting spaces. **Total Sq. Ft. Meeting Space:** 25,000

#### **MILWAUKEE COUNTY ZOO**

Meetings and events hear the call of the wild on <u>Milwaukee County Zoo</u>'s 200 acres of land.

## **MILWAUKEE PUBLIC MARKET**

The <u>Milwaukee Public Market</u> is perfect for corporate team building events, company functions, and private parties.

#### MILWAUKEE PUBLIC MUSEUM

Meet around the world under one roof at the <u>Milwaukee Public Museum</u> from prehistoric lands to an African desert. Total Sq. Ft. Meeting Space: 10,000

## MITCHELL PARK DOMES

Event venues at <u>The Domes</u> include a traditional garden, a tropical rainforest, and a steamy desert.

Total Sq. Ft. Meeting Space: 12,000







#### **VISIT MILWAUKEE'S VOLUNTEER PROGRAM**

For over 20 years, VISIT Milwaukee has offered our 200+ volunteers to assist our clients. These volunteers have an unbridled enthusiasm for Milwaukee and enjoy welcoming visitors to their city. They also have a wealth of knowledge about Milwaukee's history and culture as well as our partner restaurants, hotels, area transportation, and tourist attractions.

# VISIT Milwaukee volunteers are available to our clients to assist with a variety of services such as:

- Permanent Visitor Information Center at the convention center
- Visitor information booth at the airport
- Directing attendees at off-site events
- Handing out badges and other materials in registration area
- Filling registration bags
- Meet and greet at the Wisconsin Center, hotels, and airport

# **2019 VISIT MILWAUKEE VOLUNTEER STATS:**

- VISIT Milwaukee volunteers contributed 3,174 hours of service
- Milwaukee ranks No. 4 among U.S. cities for volunteerism according to the Corporation for National and Community Service

Ask your Event Experience Manager for further information regarding contracting services and scheduling policies.

## **VISIT MILWAUKEE'S EVENT EXPERIENCE**

- Assistance with site inspection and planning trips
- Assistance with pre-convention and/or post-convention meeting scheduling and planning

- Up to 15 street pole banners along Wisconsin Ave. and Vel R, Phillips Ave. to promote the event over the event dates
- Electronic signage throughout the Greater Milwaukee area available to greet and welcome your attendees
- Welcome floor and window decals placed in hotel and convention center entrances
- Itineraries for evening programs/events and events for attendees' guests
- Promotional materials, images, and publications available to pre-promote Milwaukee as your future destination
- Event Experience management staff to assist you in locating event resources, services, or products in the Greater Milwaukee area
- Onsite distribution of complimentary Milwaukee information
- Convention Alert sent out to VISIT Milwaukee partners
- Electronic images and videos of the Greater Milwaukee area and its attractions
- VISIT Milwaukee's communications department offers assistance to convening groups, including drafting and distribution of press releases and media alerts
- Welcome letter and proclamations from the mayor, governor, and VISIT Milwaukee president and CEO
- Promotion of your public event through VISIT Milwaukee's social media channels including Facebook, Twitter, and LinkedIn
- Customized VISITMilwaukee.org landing page
- Assistance putting together a list of local corporate social responsibility program options
- Post–Event Impact Calculator report estimating the total economic impact of your convention







VISIT Milwaukee is happy to offer housing services for our meeting and event groups. Planners, such as yourself, can enhance events by simplifying hotel reservation management through the MeetingMax Housing software. MeetingMax is a web-based platform, which allows planners to keep tabs on every aspect their event, 24/7. The system accurately tracks reservations at multiple hotels and captures pertinent data for future planning.

The Meetingmax redesign offers attendees a revamped customer experience. In addition to making it a breeze to book, planners can use the custom event messaging to offer attendees all the information they need to complete the booking process and get excited for your event in Milwaukee.

# WHY YOUR ATTENDEES WILL LOVE THE SYSTEM

- **Centralized Information:** Providing all pertinent information in one easy place is a key benefit for attendees. Online housing displays all participating hotels together and only presents available inventory for purchase over the attendees preferred dates.
- **24/7 System Access:** Online housing provides the ability for an attendee to not only make a reservation when it's convenient for them, but also permits them to make changes to reservations any time, day or night.
- Flexible Reservations: VIP's, sports teams, event staff, and more can easily create reservations and access exclusive inventory by using a group code for their specific subblock.
- Real Time Inventory: Hotel inventory is updated in real—time so that there's never any doubt about availability.
   Attendee reservations are secure as soon as the booking is made.

#### WHY YOU'LL LOVE THE SYSTEM

- Control Over Rebates & Commissions: Online housing provides in depth commission & rebate information, in real-time. No longer rely on hotels for this information.
- Dedicated Planner Website: Keep tabs on every aspect
  of your event. Meetingmax provides planners their own
  control panel, accessible 24/7 from any device with Internet
  access.
- Real-Time Reports: Track reservations pickup in real-time.
   Pull in depth reports from the system and use this data to prove your ROI and plan effectively for future event.
- Block Manipulation: By managing your events through online housing, you can force sales at properties that have underachieved, and close out hotels that have met commitments.

To learn more, we are happy to set up a more in-depth tutorial of the platform. Our sales and events team stand ready to help answer any questions you may have.







